# INFORMATION LETTER

Not for Publication — NATIONAL CANNERS ASSOCIATION — For Members Only

No. 1221 — Washington, D. C. — February 12, 1949


## Supplies of Canned Fruits, Fruit Juices Continue Large

The 1948-49 pack of commercially canned fruits is tentatively estimated by the Bureau of Agricultural Economics at about 2.5 billion pounds, the equivalent of about 58 million cases of 24 No. 2½ cans. The new pack is about 4 percent smaller than the 1947-48 pack of nearly 2.6 billion pounds, but 47 percent larger than the average for 1935-39. Among the principal canned fruits, packs in 1948-49 were smaller than in 1947-48 for apples, applesauce, peaches, and pears. These reductions were nearly offset by increases in apricots, sweet cherries, sour cherries, and fruit cocktail and salad.

The 1948-49 pack of canned pineapples in Hawaii is moderately larger than the 1947-48 pack, and shipments to the United States are expected to total somewhat larger than in 1947-48. Imports of various fruits, mainly olives in brine and canned pineapple, may be a little larger. Exports in 1948-49 probably will be somewhat smaller than in 1947-48, but military procurement is expected to be moderately larger, BAE said.

Total stocks of canned fruits were moderately larger at the beginning of the 1948-49 season than a year earlier.

*(Please turn to page 116)*

## ODT 18-A Suspended 60 Days

General Order ODT 18-A, Revised, specifying minimum carloading weights, will be completely suspended effective 12:01 a. m. February 14 until 11:59 p. m. April 16, it has been announced by the Office of Defense Transportation.

The 60-day suspension will permit shippers to load any amounts, subject to tariff minimums. If any car shortages result from the suspension, ODT said, the provisions of ODT 18-A will be reinstated.

The Association of American Railroads announced that Rules 33 and 51 of the Consolidated Freight Classification, pertaining to multiple loading and stop-offs, will continue in effect until February 28 unless sooner cancelled, changed or extended.

# N.C.A. Urges Retention Of Processing Exemptions

Asserting that application of a rigid 40-hour workweek to the canning industry—as provided for in an Administration-sponsored measure, H. R. 2033, to amend the Fair Labor Standards Act—would result in loss to farmers and fishermen, create discriminations among processors and increase the price of canned foods, Association Counsel on February 5 urged retention of the 28-week exemption from overtime pay permitted canners under the present Act.

In an appearance before the House Committee on Education and Labor, H. Thomas Austern stated that a 14-week exemption, which might be permitted canners under a Committee print of a bill now under consideration, is inadequate and has been historically regarded as inadequate by Wage and Hour Administrators. Mr. Austern pointed out an "unrealistic" provision in the Committee print which would provide a 14-week exemption for canners "if such industry is found by the Secretary to be characterized by marked annually recurring seasonal peaks of operation."

The House Labor Committee reports that it will conclude wage-hour hearings on Tuesday, February 15, with the intention of reporting a bill to the House as quickly as possible. On February 14 the Committee will resume hearing from witnesses, and February 15 is reserved for members of Congress who wish to be heard. Following this, it is expected that the Committee will commence executive consideration of the subject, final drafting of a bill, and the writing of a Committee report.

Mr. Austern stated:

"Taken together, the proposals in the Committee print and H. R. 2033 present three basic questions for this Committee to decide:

"First, since the repeatedly stated purpose of the maximum workweek provision is to spread employment, is it necessary or sound policy to apply a rigid 40-hour workweek to the canning of seasonal vegetables, fruits or fish—

## Canned Food Tables in Demand

The new "Canned Food Tables" released in mid-October 1948 has met with a gratifying acceptance. From the time of release to February 1, a period of three and a half months, approximately 300,000 copies have been sent out upon request.

A break-down of January requests shows the distribution as follows:

| | |
|---|---|
| Colleges and High Schools (nutritionists, teachers and students in food classes) | 40,846 |
| Dietitians, Hospitals, Health Departments, and Red Cross | 972 |
| Government Services, Extension and Home Demonstration Agents | 1,638 |
| Colleges, Universities and schools (classes other than Home Economics) | 222 |
| Misc., such as Canners, Grocers and Restaurants | 3,162 |
| Total | 46,840 |

Two tables are included in the leaflet. The Nutritive Values table is proving useful in computing diets and menus by supplying the nutritive values of average size portions of canned foods. The Servings Per Unit table, giving the can content and average number of servings for canned foods in various sizes of jars and cans, is useful both to homemakers and quantity food service managers.

# CONGRESS

where neither additional labor is available nor the necessary hours of work are within the employer's control—and where the result will be loss to the farmer and fisherman—hardship and discrimination among processors—and increased costs to the consumers?

"Second, must Congress abdicate in favor of the Secretary to have him say whether or not the canning of seasonal or perishable vegetables, fruits or fish is or is not a seasonal industry?

"Third, is it necessary or reasonable to give to the Secretary the power to overrule the laws of nature and to determine—without the possibility of judicial review—for how long the processing of perishable agricultural and fishery products is not dependent upon crop sequence, rainfall, humidity, wind, tide and other climatic or natural conditions beyond the control of either the farmer or fisherman or the person engaged in packing such perishable commodities?

"We think it is not necessary or sound policy to do any of these things. We submit that Congress can and should say that the canning of perishable or seasonal vegetables, fruits and fish is a seasonal industry; that the operations necessary to converting the harvest or the catch of the sea into staple commodities and shipping them to market should not be subjected to the maximum workweek provisions for as long as it is necessary to take care of the harvest or the catch; and that the failure so to provide will not serve the purposes of the Fair Labor Standards Act. Instead it will mean loss to the farmer and the fisherman, an unwarranted burden on the processor, reduced production, and increased costs to the consumer."

After citing production figures emphasizing the importance of canned foods in the country's food supply, Mr. Austern pointed out that "no industry has had a better price record since the abolition of OPA. . . . These products have been consistently the lowest priced of all foods." The Committee accepted six recent N.C.A. releases based on Bureau of Labor Statistics figures illustrating the industry's price record.

"We are inordinately proud of this record which reflects not only technical competence in processing but also the rugged competition in the canning industry," he asserted.

Mr. Austern cited the testimony of President William Green of the A.F. of L., Metcalf Walling, former Administrator, and William McComb, present Administrator, describing the need for overtime pay exemptions for the canning industry and fishing industry. The witness then pointed out that application of a 40-hour workweek to the canning industry would not satisfy the original Congressional intent in enacting the Federal wage and hour law; namely, to spread work.

### Speaking on H. R. 2033

The witness continued:

"H. R. 2033 would inevitably operate to create bad competitive dislocations. . . . If fortunate growing conditions in one area permit the tomato crop to be harvested and processed with only a small amount of additional hours, but rainfall and heat bring on the crop in an avalanche in another area and require much more working time, the competitive position of growers and canners in the two areas is seriously affected because the products are marketed nationally and compete nationally, and wherever they are packed, they meet on the shelves in the cities, where the consumers buy them.

"Geographical distances often less than a county in magnitude may mean great differences in the volume or rate of harvest. With a rigid 40-hour week one canner paying the same hourly rates would have a vastly different labor cost than another if the Lord provided different growing conditions, weather, rainfall, or permitted different activities of the insects which may affect the crop.

"In all likelihood, the real impact of H. R. 2033 would be upon the consumer. I have shown that canned foods have had a gratifying price record, and in the entire food budget represent the items which have least advanced in price. Elimination of these necessary provisions for agricultural and fishery processing will mean vastly increased costs to the consumer. This will flow either from the added burden of overtime or from decreased production.

"Application of the rigid 40-hour week to the canning of seasonal vegetables, fruits and fish would mean either that the entire harvest or catch could not be taken—with loss to the farmers or fishermen, or increased costs to the consumer, and, in addition, different and discriminatory labor costs."

### Committee Print

Of the provision in the Committee print which would permit the Secretary to decide whether to permit a 14-week overtime pay exemption, Mr. Austern said:

"There are many objections to this Congressional abdication.

"In the first place, it is unnecessary and unrealistic. The facts on seasonality are as clear as the differences between August and our present February weather. Whatever administrative determinations the Secretary may make, the growing of canning crops, their harvesting, and their processing will continue to be seasonal. Either this is contradictory legislation or it does not mean what it purports to say. So far as I can tell there are no differences between Subdivision (a) and Subdivision (b) as the provision is now drafted.

"Secondly, it opens the door to wide administrative abuse for which no remedy is available in court. . . . What is an 'industry' under this bill? Is the Secretary to determine that the canning of peaches has annually recurring seasonal peaks, and the canning of apricots does not? Is he to distinguish between sardine processing in Northern California and the same operation in Southern California as separate industries?"

Mr. Austern urged the Committee not to permit the Secretary any such discretion. He also recommended that the wage and hour law require that all administrative regulations and orders be issued only after public hearing, and that all such regulations be subject to judicial review.

Copies of Mr. Austern's testimony, and questions by the Committee following his prepared statement, are available and will be supplied on request.

## Minimum Farm Prices

A bill, H. R. 1686, introduced by Representative Lemke (N. D.) would require the Secretary of Agriculture to determine an "average cost of production" for each agricultural product for each marketing year, and then would require all processors and other similar businesses to pay that price to producers, as a minimum.

The "average cost of production" for each agricultural product would include "depreciation and soil depletion and all items of cost, including production expenses, interest, taxes, wages of farm and family labor, a return of 4 per centum on farm property equity, and compensation to the average farm operator equivalent to the average weekly earnings of the industrial worker as found and determined by the Secretary of Labor."

In addition, no processor or other agent engaged in interstate commerce could operate without a license from the Secretary of Agriculture. Processors and others required to obtain licenses also would be required to fill out receipts showing amounts of each agricultural product received, price paid, and other information.

The "average cost of production" would be determined after public hearings conducted by the Agriculture Department.

H. R. 1686 was referred to the House Agriculture Committee, which has scheduled no action on the bill.

## Food and Drug Export Bill

H. R. 562, introduced by Representative Van Zandt (Pa.), would amend Section 801(d) of the Federal Food, Drug and Cosmetic Act with respect to exports of articles of food and drugs.

Section 801(d) of the Act now provides that articles for export shall not be deemed to be adulterated or misbranded if the article complies with the specifications of the foreign purchaser, is not in conflict with the laws of the country to which it is being exported, and is labeled on the outside of the shipping package to show that it is intended for export.

H. R. 562 would amend this provision to allow the article to be labeled in the language of the country to which the article is intended for export. The bill further provides that where the article does not comply with standards or requirements under the Act but does comply with foreign requirements, the exporter must obtain an authenticated copy of the foreign statute on which he relies to prevent the article from being seized as being adulterated or misbranded.

# PUBLICITY

## Attributes of Canned Foods Cited in *This Week Magazine*

The convenience, variety, nutritive values and economy of canned foods were cited by Clementine Paddleford, noted food writer, in a feature article summarizing her findings on an 8,000-mile nation-wide inspection of the country's eating habits, published in *This Week Magazine* on February 6.

The article was the lead feature in the issue. Of canned foods, Miss Paddleford said, in part:

"As a timesaver the can opener proves one of the cook's best friends. . . . There are some 40 varieties of meat, 40 varieties of fish and seafood, 103 varieties of vegetables, 66 fruits, 43 types of soups, plus dozens of specialties. . . . Scientists find that throughout the year canned fruits and vegetables provide the most food and the best nutritive values per dollar. . . . Canned fruits and vegetables are today's leading bargain. While prices of other foods have steadily advanced, canned wares have declined to 12 to 20 percent lower than two years ago."

The author used statistics and amplified each of those statements in other ways.

Entitled "The Great Food Speed-Up," the article summarizes what America eats under the following headings: (1) Ready Mixes, (2) Canned Goods, (3) Frozen Foods, (4) Short-cut Techniques, (5) Minute-Saving Foods, (6) Wartime Changes, and (7) Shopping Practices.

As preparation for her article, Miss Paddleford visited many cities and towns, interviewed food editors in 24 cities, questioned nutritionists, researchers and marketing analysts in 93 food companies, and shopped extensively at all types of markets.

*This Week Magazine* is distributed each Sunday with a number of newspapers, and has a circulation of approximately 9.3 million.

## Western Newspaper Union Publicizes Canned Cherries

For use in February, the Western Newspaper Union syndicate released a food column entitled "Cherry Favorites." This column appears under the title "Household Memos," by Lynn Chambers.

A two-column photograph heads the "Cherry Favorites" article which describes the versatility of cherries for the February holidays. Miss Chambers states, "You'll find that canned cherries are convenient to use and somewhat lower in price than last year." Nine dessert recipes, of which six use canned red sour cherries, are given.

The Western Newspaper Union syndicate material is released to about 3,500 daily and weekly newspapers in small cities and communities throughout the United States, with total circulation of over 6 million. The column "Household Memos" is prepared for newspapers not having food editors on their editorial staffs.

## *American Weekly* Shows Use Of Canned Tomato Sauce

The food section of *American Weekly* for February 6 was devoted to recipes using canned tomato sauce. Amy Alden, food editor of Household Almanac, states, "Of all popular sauces none is more versatile than tomato sauce. And none is simpler to use, especially these days when tomato sauce of excellent flavor and quality can be supplied by your grocer in a can, ready to use."

The accompanying photograph showed "Tomato Sherbet Hollywood," which is an accompaniment to fish, poultry or meat courses. The recipes for main course foods give a variety of ways for added flavor by the addition of convenient canned tomato sauce.

The *American Weekly* is the Sunday supplement nationally distributed by daily newspapers, and has a circulation of approximately 9.4 million.

## Canned Fish Recipes Used In *Parents' Magazine* Article

The February issue of *Parents' Magazine* with circulation of over a million, carries an article entitled "A Fine Kettle of Fish" as its main food feature. The recipes given make generous use of canned fish.

Zola Vincent, food editor, begins the article by stating, "We know that nearly all of our readers like fish and seafood—canned, fresh and frozen—and that you want more good recipes for their use. How do we know this? We recently conducted our own survey among readers. We know that 89 percent of you like canned fish, that 98 percent like fresh fish and that 82 percent serve frozen fish frequently or occasionally."

## Canned Foods Price Publicity

Two local canner groups have reported having re-issued the N.C.A.'s latest price publicity release under their own names so as to increase local interest in the story that canned fruits and vegetables are the housewife's best buy.

The Pennsylvania Canners Association and the Canners League of Florida have substituted the names of their organizations for that of the N.C.A. as authority for the statements about canned food prices. W. A. Free, executive secretary and treasurer of the Pennsylvania Canners, sent in a clipping of such a story which had appeared in the *Dispatch* (27,268) of York, Pa.

Also received this week was a clipping of an editorial which appeared in the *Sentinel* (26,902) of Orlando, Fla. The editorial noted that it was intended to inform consumers of the economy of canned foods. The clipping was sent in by Howard Sweatt of the Besco Products Co.

Other clippings of price stories were received this week. These were from the Butte *Montana Standard* (24,864) and the *Missoulian* (12,641) of Missoula, Mont.

## Nutrition Publicity

Publicity resulting from the press conference and exhibit on the nutritive values of canned foods held in Chicago in mid-November is known to have appeared in newspapers and magazines having a total circulation of 25,154,185.

Listed below are the papers and circulation figures received by the Association this week, with the totals previously reported:

| | |
|---|---|
| Ashland (Ore.) Tidings (Jan. 17) | 2,247 |
| Boston Banker and Tradesman (Dec. 18) | 3,146 |
| Bourbon (Ind.) News Mirror (Jan. 20) | 1,705 |
| Bridgeport (Conn.) Telegram (Jan. 24) | 14,212 |
| Casey (Ill.) Reporter (Dec. 1) | 1,494 |
| Canton (Ohio) Repository (Jan. 17) | 56,132 |
| Chicago (Ill.) Central Northwest Topics (Jan. 17) | 9,700 |
| Cincinnati Enquirer (Jan. 23) | 235,086 |
| Corning (Calif.) Republican (Jan. 20) | 781 |
| DuBois (Pa.) Courier-Express (Jan. 17) | 9,017 |
| Enterprise (Kans.) Journal (Jan. 20) | (a) |
| Fitchburg (Mass.) Sentinel (Jan. 17) | 13,720 |
| Fond du Lac (Wis.) Commonwealth Reporter (Jan. 18) | 16,356 |
| Harper (Tex.) Herald (Jan. 21) | 475 |
| Harrisburg (Pa.) News (Jan. 27) | 64,124 |
| Hartford (Conn.) Times (Jan. 22) | 90,923 |
| Haverhill (Mass.) Gazette (Jan. 17) | 17,254 |
| Henderson (Tex.) News (Jan. 13) | 5,133 |
| Houghton (Mich.) Mining Gazette (Jan. 21) | 9,327 |
| Ionia (Mich.) News (Dec. 30) | 2,895 |
| Lake Geneva (Wis.) News (Jan. 20) | 1,941 |
| Lancaster (Pa.) New Era (Jan. 20) | 36,741 |
| Middletown (Ohio) Journal (Jan. 24) | 13,854 |
| Milan (Mo.) Republican (Jan. 6) | 1,650 |
| Milford (Mass.) News (Jan. 17) | 4,641 |
| Minot (N.D.) Ward County Independent (Jan. 13) | 3,025 |
| Muncie (Ind.) Press (Jan. 27) | 18,555 |
| Newport News (Va.) Times Herald (Jan. 26) | 25,340 |
| Norristown (Pa.) Times-Herald (Jan. 17) | 16,278 |
| Peoria (Ill.) Star (Jan. 20) | 28,729 |
| Pittston (Pa.) Gazette (Jan. 17) | 5,472 |
| Plymouth (Ind.) Pilot News (Jan. 17) | 6,153 |
| Portland (Me.) Press Herald (Jan. 17) | 44,662 |
| Racine (Wis.) Journal Times (Jan. 20) | 24,983 |
| Roanoke (Va.) World News (Jan. 20) | 32,693 |
| Salt Lake City Desert News (Jan. 30) | 40,485 |
| Taunton (Mass.) Gazette (Jan. 17) | 10,422 |
| Trenton (N.J.) Times (Jan. 27) | 57,103 |
| Walla Walla (Wash.) Union Bulletin (Jan. 20) | 9,510 |
| Winston-Salem (N.C.) Sentinel (Jan. 25) | 29,523 |
| Wauconda (Ill.) Leader (Jan. 20) | 840 |
| Wichita (Kans.) Eagle (Jan. 20) | 48,034 |
| Willcox (Ariz.) Range News (Jan. 14) | 1,000 |
| | 1,015,361 |
| Circulation already reported | 24,139,824 |
| Total known circulation | 25,154,185 |

(a) Circulation unknown.

## Promotion Bulletin Offers Canned Meat Suggestions

The National Association of Food Chains devoted a section of its weekly Food Sales Promotion Bulletin of January 29 to the convenient use of canned meats. Betty Brownell, home economist, offers three recipes using canned meats and fish in "Quick Meat Sandwich Fillings."

This bulletin is distributed to approximately 170 member companies, including approximately 20,000 individual food stores in the United States. Advertising men and merchandisers utilize recipes and menu suggestions in the bulletin by offering them directly to their customers through various means of sales promotion.

# STATISTICS

## Asparagus Report Correction

In reporting canner stocks and shipments of canned asparagus in the February 5, INFORMATION LETTER, the accompanying table showed October stocks and shipments. The table including January is shown below:

**Stocks and Shipments Canned Asparagus**

(Sold and Unsold)

| | 1947-48 (actual cases) | 1948-49 (actual cases) |
|---|---|---|
| March 1 carryover | 224,775 | 308,109 |
| Pack | 3,916,356 | 3,698,035 |
| Total supply | 4,141,131 | 4,006,144 |
| Jan. 1 stocks | 914,974 | 483,008 |
| Shipments, March 1 to Jan. 1 | 3,226,157 | 3,523,136 |

## December Canned Meat Pack

The pack of canned meat processed in "official establishments" during December, 1948, as reported by the Department of Agriculture, is shown below:

**Canned Meat and Meat Products Packed by Official Establishments, December, 1948 ***

| Items | Slicing and institutional sizes (3) lbs. and over) | Consumer packages or shelf sizes (under 3 lbs.) | Total all sizes |
|---|---|---|---|
| | —In Thousand Pounds— | | |
| Luncheon meat | 21,894 | 8,597 | 30,491 |
| Canned hams | 13,351 | 367 | 13,718 |
| Corned beef | 2,148 | 8,529 | 10,677 |
| Chile con carne | 1,067 | 11,277 | 12,344 |
| Vienna sausage | 861 | 4,566 | 5,427 |
| Other potted and deviled meat products | 2 | 4,625 | 4,627 |
| Deviled ham | | 618 | 618 |
| Tamales | 73 | 2,634 | 2,707 |
| Sliced dried beef | 21 | 729 | 750 |
| Liver products | | 411 | 411 |
| Meat stew | 41 | 4,296 | 4,337 |
| Spaghetti meat products | 108 | 2,858 | 2,966 |
| Tongue (except pickled) | 164 | 706 | 870 |
| Vinegar pickled products | 1,467 | 1,747 | 3,214 |
| All other products 20% or more meat | 2,795 | 16,708 | 19,503 |
| All other products less than 20% meat (except soup) | 42 | 7,950 | 7,992 |
| Total all products | 44,033 | 76,620 | 120,653 |

* Some establishments failed to report canning operations for December, and the late reports will be included in the January figures. NOTE: Columns do not add to totals shown in all cases since rounded figures are used.

## 1948 Tomato Catsup Pack

The 1948 tomato catsup pack of 16,897,211 actual cases is about 3,800,000 cases or 18 percent smaller than the pack of 1947, the Association's Division of Statistics reports. Stocks in canners' hands July 1, 1948, amounted to 3,572,534 actual cases. The total supply for the 1948-49 season is 20,469,745 cases or 4 percent less than the 1947-48 season supply of 21,310,782 actual cases.

**1948 Tomato Catsup Pack**

| | Units per case | 1947 (cases) | 1948 (cases) |
|---|---|---|---|
| Glass bottles: | | | |
| 8Z | 24 | (a) | 177,571 |
| 12Z | 24 | | 99,858 |
| 14Z | 24 | 18,561,666 | 14,778,646 |
| No. 10 Tin | 6 | 1,980,765 | 1,749,137 |
| Misc. Tin & Glass | | 118,636 | 91,999 |
| Total | | 20,661,067 | 16,897,211 |

(a) Included under Misc. Tin and Glass.

## Supplies of Canned Fruits

*(Concluded from page 113)*

The net result of these changes in pack, trade, and stocks is a total supply for the 1948-49 season slightly larger than the 1947-48 supply. The increase is no more than enough to meet the increase in population, and civilian per capita consumption in 1948-49 is not expected to exceed the 1947-48 rate of about 18 pounds, according to the report.

Large stocks of canned fruits at the end of 1948 pointed to plentiful supplies during the first half of 1949. On January 1, 1949, reported packer stocks of eight major canned fruits were 68 percent larger than a year earlier. But wholesale distributor stocks of five of these eight, for which data were available, were 18 percent smaller. Total packer and wholesaler stocks of these same five fruits were about 31 percent larger than a year earlier.

**Canned Fruit Juices**

Commercial production of canned fruit juices in 1947-48 set a new record of slightly over 2.5 billion pounds, the equivalent of about 85 million cases of 24 No. 2 cans. The 1947-48 pack was composed of a little over 2.1 billion pounds of citrus juices and about 440 million pounds of non-citrus juices, BAE reported. The figure for citrus juices includes canned concentrated juice on a single-strength basis but not frozen juice.

The 1948-49 pack of canned non-citrus juices, now largely completed, probably will total about 400 million pounds, slightly smaller than the 1947-

48 pack. The 1948-49 pack of canned citrus juices, now well under way, again will be large but may not exceed the preceding pack. Even though less citrus juice may be canned this season than last, more will be frozen, BAE said. Stocks of canned citrus juices at the beginning of the 1948-49 season were slightly smaller than stocks a year earlier.

With a larger 1948-49 pack of canned pineapple juice in Hawaii, shipments to the United States probably will be slightly larger in 1948-49 than in 1947-48. Total supplies of canned fruit juices will continue plentiful at prices probably about the same as now. Civilian per capita consumption probably will continue at the current annual rate of about 18 pounds.

# DEATHS

## Fred E. Jewett

Fred E. Jewett, 78, of the G. S. and F. E. Jewett company, Norridgewock, Me., and an N.C.A. Director with service extending over many years, died suddenly at his home on February 2. He had been in apparent good health and had only recently returned from the Canners Convention in Atlantic City.

A native of Westbrook, Me., he was educated in the Norridgewock schools and attended a business college in Skowhegan. Since early manhood, he had operated a dairy farm and with his father carried on the business of their canning firm. On the death of his father, he took over full operation of the business.

His wife died in 1940, and he is survived by a brother, George, Atlanta, Ga.

Mr. Jewett was chairman of the Corn Section of the N.C.A. in 1936, and a Director in 1930-32, 1939-41, and 1948-49. He also was a past president and a director of the Maine Canners Association and a past president of the Old Guard Society.

## S. Milton Griscom

S. Milton Griscom, 54, president of the Brandywine Mushroom Corp., West Chester, Pa., died in the Chester County Hospital February 5 from a fractured skull suffered in an automobile accident the afternoon before.

A leader in the mushroom industry since he became associated with the Brandywine Mushroom Corp. in 1927, Mr. Griscom was regarded as a moving spirit in the development of mushroom growing and canning. He was at one time president of the Mushroom Institute of America.

He is survived by his wife, Marie, and a daughter, Mrs. Virginia Shackleton.

## Invitations to Bid

Quartermaster Purchasing Offices—111 East 16th Street, New York 3, N. Y.; 1819 West Pershing Road, Chicago 9, Ill.; Oakland Army Base, Oakland 14, Calif. (Western Branch).

Veterans Administration—Procurement Division, Veterans Administration Building, Washington 25, D. C.

The Walsh-Healey Public Contracts Act will apply to all operations performed after the date of notice of award if the total value of a contract is $10,000 or over.

The Army has invited sealed bids to furnish the following:

CANNED TOMATOES—5,250 dozen No. 10 cans. Bids due at Chicago under serial No. QM-11-183-49-890 by Feb. 17.

CANNED TOMATOES—2,800 dozen No. 10 and 20,000 dozen No. 2 cans. Bids due at Chicago under Serial No. QM-11-183-49-891 by Feb. 17.

CANNED TOMATO JUICE—42,614 dozen No. 2 cans. Bids due at Chicago under serial No. QM-11-183-49-898 by Feb. 18.

CANNED BEANS WITH PORK—26,234 dozen No. 2½ cans. Bids due at Chicago under serial No. QM-11-183-49-896 by March 1.

# MEETINGS

## Ozark Canners Hear Payne Speak on Price Position

The Ozark Canners Association heard about the favorable price position of canned fruits and vegetables this week from Happer Payne, Director of the N.C.A. Labeling Division, who spoke at the closing session of the Ozark canners' two-day convention, February 9-10, at Springfield, Mo.

A press release citing Mr. Payne's remarks about retail prices of canned fruits and vegetables was sent by the N.C.A. to 135 dailies, 57 weeklies and 9 bi-weeklies in Arkansas, Kansas, Missouri, and Oklahoma, as well as to 32 trade papers and regional offices of the national newspaper wire services.

The press release cited Mr. Payne's statement that canned fruits and vegetables are the housewife's best buy because they have advanced less in price than any other category of foodstuffs included in the consumer price indexes of the U. S. Bureau of Labor Statistics.

Mr. Payne pointed out in his address that since the termination of price controls in September, 1947, the BLS consumer price index for canned fruits and vegetables has been the lowest of all foods.

In citing canned fruits and vegetables as the housewife's best buy, Mr. Payne explained that "the most recent BLS report on retail prices showed the index for canned fruits and vegetables to be 159.4, compared with an index of 205 for 'all food.'

"This means," he asserted, "that consumers had to pay $2.05 for the same amount and quality of all food items that cost $1.00 during the base period 1935-39. However, when the housewife bought canned fruits and vegetables, it cost her only $1.59 to buy the same amount and quality that cost $1.00 before the war."

Mr. Payne also described to the Ozark canners the services available to them through membership in N.C.A. Using the Convention issue of the INFORMATION LETTER as his text, he stressed the over-all coverage by the Association of all phases of a canner's operations—from grower relations, through processing and distribution to sale of canned foods—pointed up in the pages of that issue.

## Forthcoming Meetings

February 14-15—Tennessee-Kentucky Canners Association, Annual Meeting, Andrew Jackson Hotel, Nashville, Tenn.

February 21-22—Canadian Food Processors Association, Annual Meeting, Hotel Vancouver, Vancouver, B. C., Canada

March 4-5—Utah Canners Association, 37th Annual Convention, Hotel Utah, Salt Lake City

March 6-10—National Association of Frozen Food Packers, Annual Meeting, Stevens Hotel, Chicago, Ill.

March 9-11—Canners League of California, Annual Convention, Casa del Rey Hotel, Santa Cruz, Calif.

March 16—Tri-State Packers Association, Annual Spring Meeting, Lord Baltimore Hotel, Baltimore, Md.

March 17-18—Canners' School sponsored by the University of Maryland, University of Delaware and Rutgers University, Lord Baltimore Hotel, Baltimore, Md.

March 20—National Food Brokers Association, 44th Annual Convention, Chicago, Ill.

March 21-22—Virginia Canners Association, Annual Meeting, Hotel Roanoke, Roanoke

April 12—Monterey Fish Processors Association, Annual Meeting, Monterey, Calif.

April 28—Indiana Canners Association, Spring Meeting, Claypool Hotel, Indianapolis

May 30-31—U. S. Wholesale Grocers Association, Annual Convention, Municipal Auditorium, St. Louis, Mo.

June 5-7—Michigan Canners Association, Spring Meeting, Park Place Hotel, Traverse City, Mich.

July 10-15—Institute of Food Technologists, 1949 Annual Meeting, San Francisco, Calif.

October 12-15—National Association of Food Chains, Annual Meeting, Washington, D. C.

November 21-22—Pennsylvania Canners Association, 35th Annual Convention, Penn-Harris Hotel, Harrisburg

### Virginia Canners Association

The Virginia Canners Association will meet in convention March 21-22 at the Hotel Roanoke, Roanoke, Va., according to an announcement by S. G. Wimmer, president.

### Michigan Canners Association

The spring meeting of the Michigan Canners Association will be held at Traverse City, Mich., June 5-7, it has been announced by R. M. Roberts, secretary-treasurer.

# CONVENTION

## Symposium Speakers Agree on Recommending Teamwork, Advertising, Fair Pricing, Uniform Quality, Better Labels

Merchandising teamwork, advertising and promotion, fair pricing policies, uniformity of quality, and more and better descriptive labels were the most common recommendations of the eight speakers on the Symposium on the Merchandising of Canned Foods, a feature of the Second General Session of the 1949 Canners Convention.

Although none of the speakers had consulted with any other, there ran through all of their talks repetitions not only of generalities but also repetitions in the form of these specific recommendations, each of which was made by at least five speakers. Simplification of containers and studies of consumer likes and preferences were the only other recommendations made by at least three of the eight Symposium speakers.

Teamwork in merchandising was cited by seven speakers. Hugh J. Davern, representing the Super Market Institute, described teamwork as "a more joyful spirit of cooperation rather than tacit acquiescence between you packers and us distributors." As stated by John L. Baxter, representing the National Canners Association, "good merchandising requires teamwork. That takes more intelligence, more planning, sometimes more effort all the way along."

Advertising and promotion in various forms also were recommended by all but one speaker. W. T. Dahl, representing the National Association of Retail Grocers, declared that "processors should continue and intensify their valuable publicity programs to inform consumers of the quality, convenience and reasonable cost of their products." In addition, industry-wide advertising was recommended by three speakers, advertising tied in with seasonal demand by two, and point-of-sale material also by two.

While specific prices were carefully avoided, six speakers urged fair pricing policies—based on cost, supply and demand, or other appropriate considerations, rather than on opportunity—which would reflect in "final retail prices within the housewife's budget," in the words of Arthur Ehrenfeld, representing the National-American Wholesale Grocers Association. Charles S. Ragland, representing the United States Wholesale Grocers Association, asserted that "proper pricing creates customer confidence which cut-throat pricing tends to destroy." Going further, John P. Houck, representing the National Food Brokers Association, said that "insofar as it is within your power, an orderly constant price structure should be maintained, thus affording your distributors confidence and assurance that market losses will not be shouldered on to them." Mr. Ehrenfeld also asked some protection against price declines, and Mr. Houck and Mr. Dahl also urged "equitable prices for all classes of distributors."

Uniformity of quality, it was said by Forrest Fraser, representing the National Association of Food Chains, "is absolutely essential, and it is the responsibility of every packer, regardless of size, to produce as uniform a pack of product as possible in the grade he is packing." Six of the eight Symposium speakers agreed on this, and Mr. Dahl went further and stated that "if products of the quality usually packed under a certain label cannot be obtained, then that label should never be used for the lower quality product."

Mr. Davern devoted one-fourth of his time to the subject of labels. Paul S. Willis, representing the Grocery Manufacturers of America, said that "a good descriptive label will win consumer friends for the product because it helps people find the right product for the right purpose." Mr. Fraser spoke of labels as "the main salesmen we have in our stores." Several speakers commended the film, "Better Labels," produced under the supervision of the N.C.A. Labeling Committee.

## TABLE OF CONTENTS


PAGE

**Statistics**

Supplies of canned fruits, fruit juices continue large ... 113
Asparagus report correction ... 116
December canned meat pack ... 116
1948 tomato catsup pack ... 116

**Traffic**

ODT 18-A suspended 60 days ... 113

**Congress**

N.C.A. urges retention of processing exemptions ... 113
Minimum Farm Prices ... 114
Food and Drug export bill ... 115

**Home Economics**

Canned food tables in demand ... 113

**Publicity**

Attributes of canned foods cited in *This Week Magazine* ... 115
Western Newspaper Union publicizes canned cherries ... 115
*American Weekly* shows use of canned tomato sauce ... 115

PAGE

Canned fish recipes used in *Parents' Magazine* article ... 115
Canned foods price publicity ... 115
Nutrition publicity ... 116
Promotion bulletin offers canned meat suggestions ... 116

**Deaths**

Fred E. Jewett ... 117
S. Milton Griscom ... 117

**Procurement**

Invitations to bid ... 117

**Meetings**

Ozark canners hear Payne speak on price position ... 117
Forthcoming meetings ... 117
Virginia Canners Association ... 118
Michigan Canners Association ... 118

**Convention**

Symposium speakers agree on recommending teamwork, advertising, fair pricing, uniform quality, better labels ... 118